



NEWS FROM
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FOR IMMEDIATE RELEASE

Gene Weis joins The Student Loan People as outreach counselor

LOUISVILLE, Ky. (Jan. 21, 2005) — Gene Weis of Louisville has joined The Student Loan Peoplesm as an outreach counselor. Weis will travel around the state with the College Info Road Show for The Student Loan People and its sister agency, the Kentucky Higher Education Assistance Authority (KHEAA).

The College Info Road Show is a 30-foot-long Winnebago equipped with laptop computer workstations that allow students to access the new GoHigherKY.org Web portal and other Internet sites. With the help of outreach counselors, students can access career information, search for colleges, find sources of financial aid, learn how to avoid common mistakes in applying for college and financial aid, and learn about student loans.

"I'm excited about being able to tell Kentuckians how important education after high school is," said Weis, a former college admissions counselor. He has also coached track and cross country at the University of Louisville, the University of Kentucky, Bellarmine University and Midway College. "My 20-plus years in a collegiate environment has shown me how important it is to reach parents and students throughout the state to tell them about the benefits of getting a higher education."

Mark Hoover of KHEAA has been taking the College Info Road Show across Kentucky for the past three years. With the hiring of Weis, the Road Show can now be on the road more frequently, increasing the number of Kentuckians it reaches with the message that higher education is both important and obtainable.

For more information about student financial aid, visit www.kheaa.com; write KHEAA, P.O. Box 798, Frankfort, KY 40602-0798; call (800) 928-8926, extension 7391; or fax (502) 696-7373. For more information about student loans, visit www.studentloanpeople.com; write The Student Loan People, P.O. Box 24328, Louisville, KY 40224-0328; or call (888) 678-4625.

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KHEAA and The Student Loan People were created by the Kentucky General Assembly to serve Kentucky students. We have a common mission to help the state reach its goal of increasing the college-going rate by providing the lowest-cost, best-serviced student loan programs to Kentuckians; rewarding students for pursuing higher education, remaining in school, and demonstrating a good repayment history; and encouraging Kentucky students to enter the teaching profession and qualified teachers to remain in Kentucky. To further this mission, The Student Loan People return student loan revenue to the Commonwealth for state student grant and work-study awards.